

WORST RETIREMENT EVER

ATHLETE PROFILE

**PHIL  
GAIMON**

Represented by  
**INSPIRE ATHLETE MANAGEMENT**







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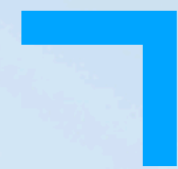
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# WORST RETIREMENT EVER?



Former pro cyclist Phil Gaimon continues to celebrate his love of bikes, outdoors, and climbing as fast he can. “When I was racing, we’d eat pasta at hotels, get on the bike, and fly right past some of the most beautiful places in the world, barely able to look. Now, I’m going back to do it right.”

Through vlogs from home, educational how-to content, and trips to exotic cycling hotbeds, Phil lives the lifestyle of a pro athlete without the limits of traditional competition, setting hillclimb records at a world-class level for fun and fitness as he demonstrates that a bike is the best way to see the world. Travel content highlights a region from the outdoor/fitness perspective, with local guides, pro cyclists, and celebrity guests, and integrating with the community, where a simple instagram post with a time and place can draw hundreds to join Phil for a ride. Throughout the journey, Phil has a gift of artfully integrating your message and sales points to his humor and love of cycling.







# ABOUT

Phil was professional cyclist from 2007-2016, a fan favorite for his climbing prowess, snarky blog and social media content, three published books (over 100k copies sold), hatred of doping, and love of cookies. At age 30, he left the racing world but held onto his fitness and began to blaze his own trail on YouTube and social media, to the joy of a growing fan base.

Now, with the credibility of a WorldTour rider, a sizeable and targeted media empire, a trustworthy reputation from anti-doping advocacy (Phil sports a tattoo that says CLEAN), and a relatable story and attitude, when Phil posts about a product, people listen and interact.

Phil offers the value and reach of a professional cycling at a fraction of cost, and with a purpose more than winning thanks to fundraising for No Kid Hungry and Sierra Club. He's also outspoken about the environment, spearheading and organizing an annual "Cyclist Litter Cleanup" in Los Angeles, and has become a voice for cycling advocacy.







*Phil will grow your brand with athletic feats, fitness, lifestyle and travel content, and social integration.*







# PROVEN RESULTS

YouTube is a powerful platform, and Phil is the only pro cyclist taking full advantage of it. He's seen big growth of his personal channels, and trackable sales through calls to action for Sponsors.

**OTTOLOCK:**

\$25k in sales in the a few days with PHILSENTME code after one video review Veloguide sponsored three videos in exchange for a 30-second ad at the start. In 24 hours, they had 800 new accounts.

**ORUCASE:**

\$12.5k in sales 24 hours after review

**SEASUCKER:**

\$7k in sales first few days after video, \$30k within 3 weeks.

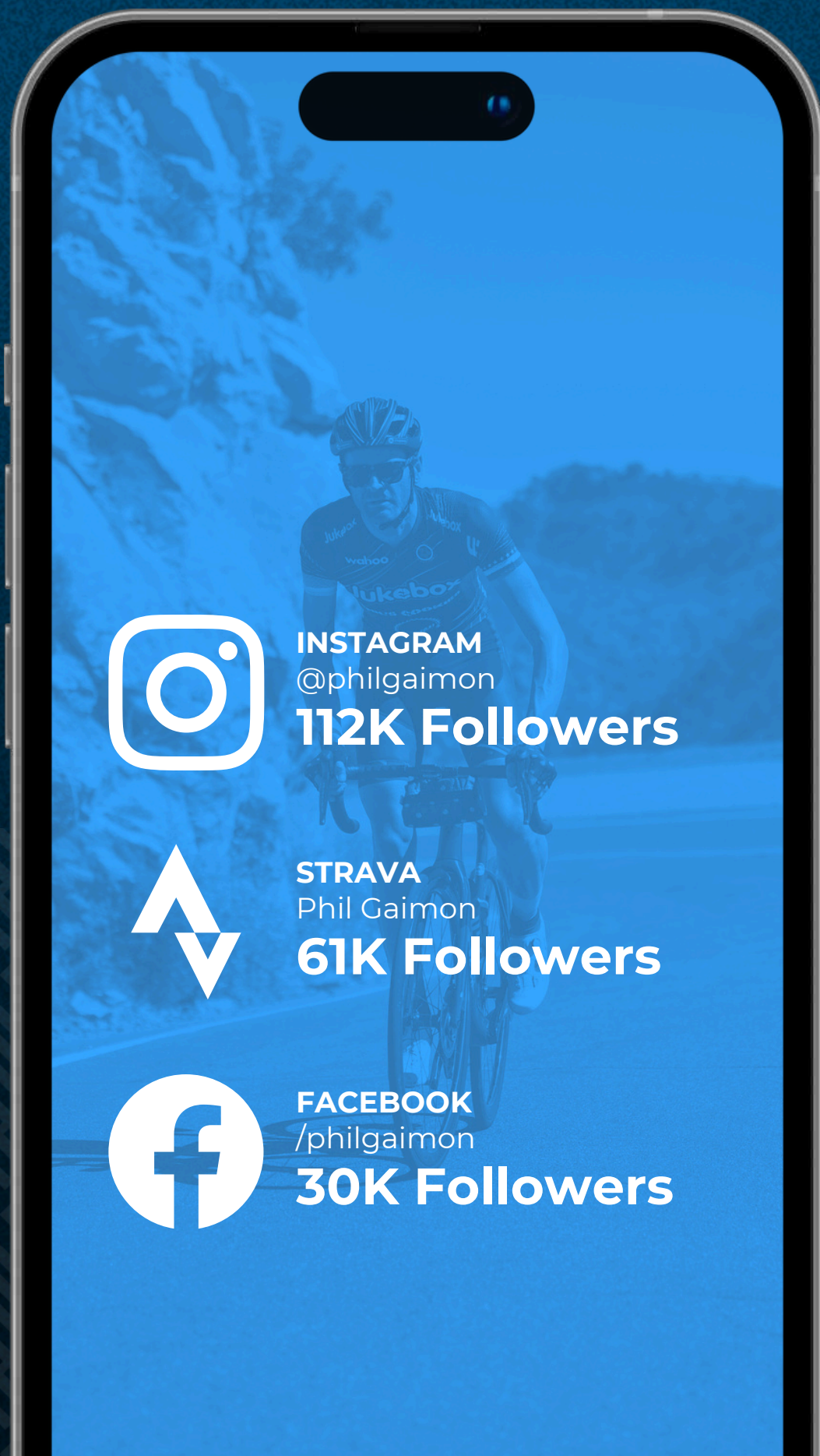
**NO KID HUNGRY:**

Phil diligently spreads the message about the great work of his charity partners, and has raised over \$800k towards No Kid Hungry and Sierra Club's Los Angeles Chapter.

Phil creates his own content. Partners share their products and messaging, upcoming plans, product launches and any direction they want to see. Phil follows your email and social marketing, and finds creative ways to amplify your message to his audience. Phil regularly comes up with the specific creative, and produces and executes viral content that shares your message.







**INSTAGRAM**  
@philgaimon  
**112K Followers**



**STRAVA**  
Phil Gaimon  
**61K Followers**



**FACEBOOK**  
/philgaimon  
**30K Followers**

# REACH & GROWTH



**YOUTUBE**  
@worstretirementever  
**146K Followers**



**5M views per month**

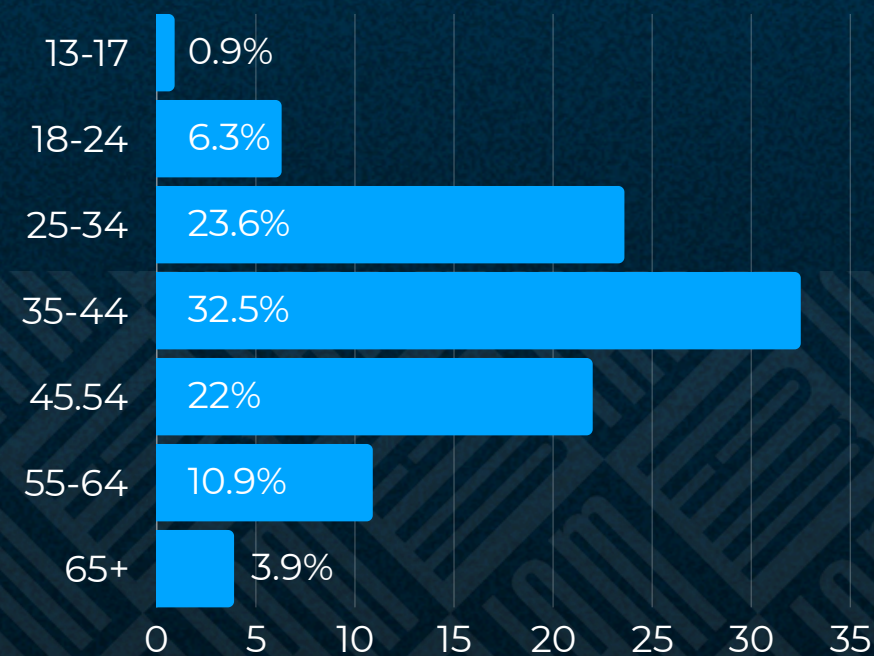




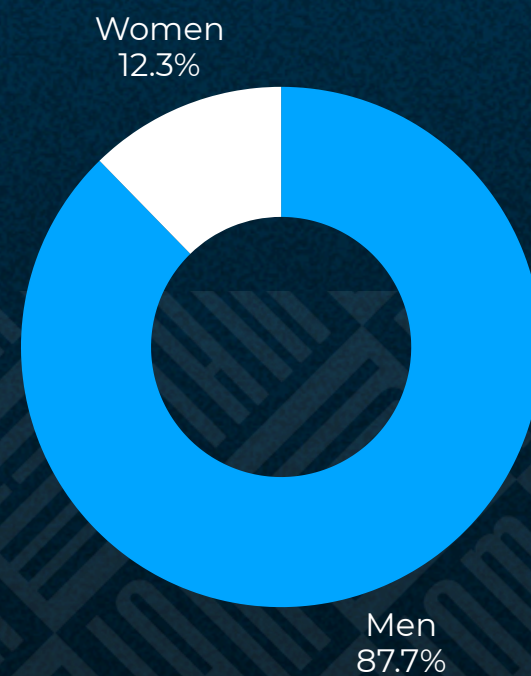
# SOCIAL MEDIA ANALYTICS



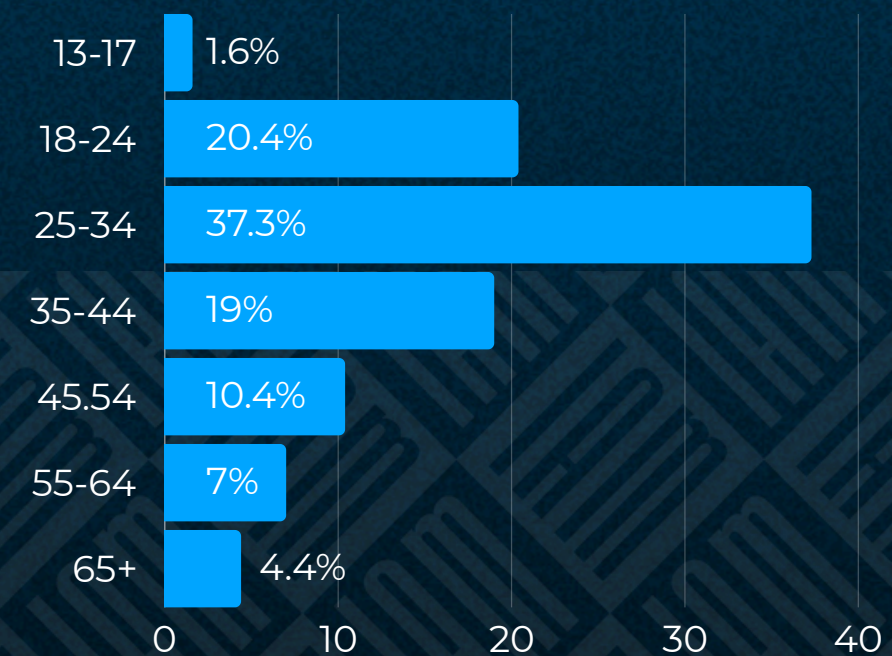
## AGE



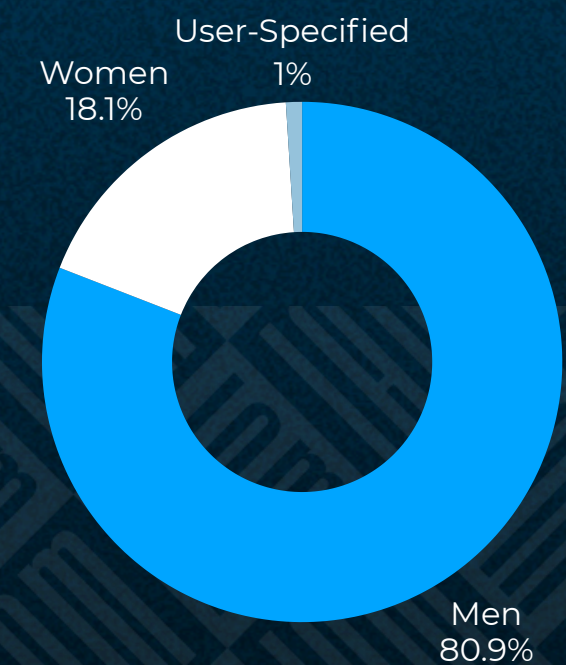
## GENDER



## AGE



## GENDER







In “Worst Retirement Ever,” Phil isn’t a pro anymore, but he’s suffering harder than ever — with no excuse other than he loves it.

## *Going the extra mile*

His sponsor posts and videos are funny and informative so fans don’t mind seeing an ad, and his engagement numbers are through the roof for an athlete with his following. Phil responds to fans with links for products they ask about, answering support questions, and getting your message across to generate sales. Phil regularly updates a database of images that partners can use on their channels, and if you need specific photos of video content of your product (with or without Phil), his team can provide that at a low price.







# BUCKET LIST CLIMBS

## KOM ATTEMPTS:

### Asia

- Mt. Fuji
- Umling La

### Africa

- Kilimanjaro

### US

- Horseshoe Meadows
- Onion Valley
- Harlem Hill in Central Park

### South America

- Bolivia: Uturuncu volcano
- Bolivia: Death road
- Ecuador: La Muerte
- Ecuador: Apagua
- Colombia: El Sifon
- Colombia: El Crucero

## OTHER DREAM CLIMBS:

### Phil wins the Vuelta:

- Angliru
- Sierra Nevada
- Covadunga
- Pandera







# GOALS FOR 2026

**Phil wins the Giro d'Italia:** After the success of his 2025 Tour de France series, Phil sets his sights on Italy, spending three weeks to explore and go after the most famous climbs from the race. Whether he gets the records or not, Phil wins, because he's enjoying the area, eating the food, taking in the view, sharing the history, and living his "Worst Retirement Ever."

Phil went to Hawaii for **Mauna Kea** in 2024 to retake the KOM on the toughest climb in the world, but his support car and was stopped, so he was unable to switch to his gravel bike for the 2nd half (there was a lot of walking), he had no water or food, and most importantly, there was no footage from the most epic part of the climb. We need to go back, go faster, and get the whole experience on camera. Phil has done some of the craziest climbs on the planet, nothing comes close to Mauna Kea, and it deserves a good video.







# MEDIA & PRESS



- Newest book Draft Animals opened 8th on the Nielsen ratings
- Appearance on Jimmy Kimmel Live (pictured here with Guillermo)
- Guest on Rich Roll Podcast
- Appeared in an ad on Motor Trend for Land Rover
- Subject of Audible.com sports podcast by Keith Olbermann
- Half-page feature in the Wall St. Journal about his charity race with Fabian Cancellara
- Phil's "Cookie Corner" at the Tour of Cali was featured on ESPN Sportscenter
- Appearance on Good Morning LA for No Kid Hungry







# EVENTS (COOKIES)

He can't explain how this happened exactly, but in his years as a racer, Phil became synonymous with cookies.

His Instagram feed gets a hundred tags every day, as strangers all of the world stop for a cookie during their ride and ask him to rate it. Fans would bake and deliver them at races for Phil to try, and he's been nicknamed the "Cookie Monster".







# PHIL'S FONDO

Now, in his retirement, Phil puts on an annual bike ride in Malibu to benefit Sierra Club LA, with celebrity chef cookies at each aid station to “give the cookies back to the people.” After three years and thanks year-round dedication, Phil’s Fondo was ranked the #3 Gran Fondo in North America, with 1400 smiling cyclists across four routes of distances from 18-116 miles.







# WHISKEY TANGO FONDO



The Phil's Fondo Team had their first crack at gravel in April 2023 with the Whiskey Tango Fondo (WTF) in Lone Pine, California. With a snow-capped Mt. Whitney as the backdrop, 500 riders enjoyed the tough terrain in an underrated part of California previously known for John Wayne movies, but deserving of a great cycling event.



WHISKEY  
TANGO  
FONDO





# FOR MORE INFORMATION



SIMON WILLIAMS  
[simon@inspireathlete.com](mailto:simon@inspireathlete.com)  
416 • 566 • 0990



PETER COSENTINO  
[peter@inspireathlete.com](mailto:peter@inspireathlete.com)  
416 • 937 • 8656



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